

REP HEADLINE# 8428929  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT26/16 14.09  
\*\*\* KFLC-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/J KENNEDY/R/SEN/LA  
AGY # \_\_\_\_\_ AGY. NAME SMART MEDIA GROUP

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME PATRICIA DOME

SALES PRSN WA- MATTHEW WURM (H)

1427 LESLIE AVE  
ALEXANDRIA, VA 22301

ORDER # \_\_\_\_\_ CONTRACT # 8428929

CLASS: NATL. LOCAL REGIONAL

PRDCT KENNEDY FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/16 NOV8/16 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE OCT26/16 14.09

REP: NEW OREDR  
TTL \$2,665 @ 17X  
PLS CONFIRM  
THANKS JASMINE FOR MATT

POL 8929

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
\*\*\*\*\*IDB# 1046\*\*\*\*\*  
KENNEDY FOR SENATE

Kenn 11.1-11.8

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			1000P-1035P	30		\$405.00	11/4	11/4	1		FRI	1
PROGRAM : 7 NWS 10P												
CON COM1: 7 NWS 10P												

2			1230P-130P	30		\$100.00	11/4	11/4	1		FRI	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1200N-1230P PROGRAM : LIVE@ NOON CON COM1: LIVE@ NOON	30		\$115.00	11/4	11/4	1		FRI	1
4			1200N-1230P PROGRAM : LIVE@ NOON CON COM1: LIVE@ NOON	30		\$115.00	11/7	11/7	1		MON	1
5			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$140.00	11/7	11/7	1		MON	1
6			700P-900P PROGRAM : THE VOICE CON COM1: THE VOICE	30		\$550.00	11/7	11/7	1		MON	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$65.00	11/7	11/7	1		MON	1
8			1035P-1200M PROGRAM : SATURDAY NIGHT LIVE CON COM1: SATURDAY NIGHT LIVE	30		\$70.00	11/5	11/5	1		SAT	1
9			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$55.00	11/5	11/5	1		SAT	1
10			700A-800A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$55.00	11/6	11/6	1		SUN	1
11			600P-630P PROGRAM : 7 NWS 6P CON COM1: 7 NWS 6P	30		\$405.00	11/3	11/3	1		THU	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12			700A-900A	30		\$140.00	11/3	11/3	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
13			900A-1000A	30		\$65.00	11/3	11/3	1		THU	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
14			700A-900A	30		\$140.00	11/1	11/1	1		TUE	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
15			900A-1000A	30		\$65.00	11/1	11/8	1		TUE	2
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
16			1200N-1230P	30		\$115.00	11/2	11/2	1		WED	1
PROGRAM : LIVE@ NOON												
CON COM1: LIVE@ NOON												
NOV/16 \$2,665.00												

CONTRACT TOTAL \$2,665.00  
 TOTAL SPOTS 17

MARKET TOTALS \$3,373 KPLC 79% KVHP 21% CABL 0% NVHP 0%

ESTIMATED SHARES

SVC- NONE  
 DEMOS- RA35+\*



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

**Date:**

*KPUC Lake Charles LA*

*10-11-16*

I, Smart Media Group

being/on behalf of: Kennedy for U.S. Senate

a legally qualified candidate of the Republican

political party for the office of: U.S. Senate

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Kennedy for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

William Vanderbrook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

8/24/16

**Date**



**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

  
**Signature**

Stephanie Gill  
**Printed Name**

National Sales Coord.  
**Title**



## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Smart Media Group

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



**signature of candidate or authorized committee**

Smart Media Group

**printed name**

8/24/16

**date**

**CONTRACT**

**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Smart Media Group, LLC**  
**1427 Leslie Avenue**  
**Alexandria, VA 22301**

<b>Contract / Revision</b> POL8929 /		<b>Alt Order #</b> 08428929
<b>Product</b> KENNEDY FOR SENATE		
<b>Contract Dates</b> 11/01/16 - 11/08/16		<b>Estimate #</b> N01N08
<b>Advertiser</b> POL/Kennedy, John/R/US Senate/Louisiana		<b>Original Date / Revision</b> 10/26/16 / 10/27/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KPLC	<b>Account Executive</b> Matthew Wurm	<b>Sales Office</b> HRP-Washingto
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b> 1046	<b>Advertiser Code</b> KENN	<b>Product 1/2</b> ORDR
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	11/04/16	11/04/16	7News Nightcast	10:00 PM-10:35 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	----1--				1	\$405.00				
N 2	KPLC	11/04/16	11/04/16	Days of Our Lives	12:30 PM-1:30 PM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	----1--				1	\$100.00				
N 3	KPLC	11/04/16	11/04/16	7News at Noon	12:00 PM-12:30 PM		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	----1--				1	\$115.00				
N 4	KPLC	11/07/16	11/07/16	7News at Noon	12:00 PM-12:30 PM		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$115.00				
N 5	KPLC	11/07/16	11/07/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$140.00				
N 6	KPLC	11/07/16	11/07/16	Monday Prime Other	7:00 PM-9:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$550.00				
N 7	KPLC	11/07/16	11/07/16	Today Show II	9:00 AM-10:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$65.00				
N 8	KPLC	11/05/16	11/05/16	Saturday Night Live	10:35 PM-12:00 AM		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$70.00				
N 9	KPLC	11/05/16	11/05/16	NBC Saturday Today Show	7:00 AM-9:00 AM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$50.00				
N 10	KPLC	11/06/16	11/06/16	NBC Sunday Today Show	7:00 AM-8:00 AM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$50.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.





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<u>Contract Dates</u> 11/01/16 - 11/08/16	<u>Product</u> KENNEDY FOR SENAT	<u>Estimate #</u> N01N08
<u>Advertiser</u> POL/Kennedy, John/R/US		<u>Original Date / Revision</u> 10/26/16 / 10/27/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	KPLC	11/03/16	11/03/16	7News at Six	6:00 PM-6:30 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$405.00				
N 12	KPLC	11/03/16	11/03/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$140.00				
N 13	KPLC	11/03/16	11/03/16	Today Show II	9:00 AM-10:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$65.00				
N 14	KPLC	11/01/16	11/01/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$140.00				
N 15	KPLC	11/01/16	11/08/16	Today Show II	9:00 AM-10:00 AM		:30				NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$65.00				
Week:		11/07/16	11/13/16	-1-----				1	\$65.00				
N 16	KPLC	11/02/16	11/02/16	7News at Noon	12:00 PM-12:30 PM		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$115.00				
<b>Totals</b>								0.00				17	\$2,655.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/08/16	17	\$2,655.00	(\$398.25)	\$2,256.75
<b>Totals</b>	17	\$2,655.00	(\$398.25)	\$2,256.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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